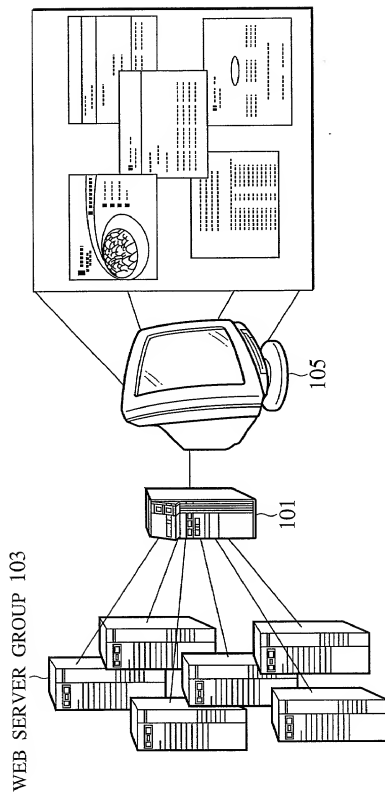


FIG. 1  
PRIOR ART



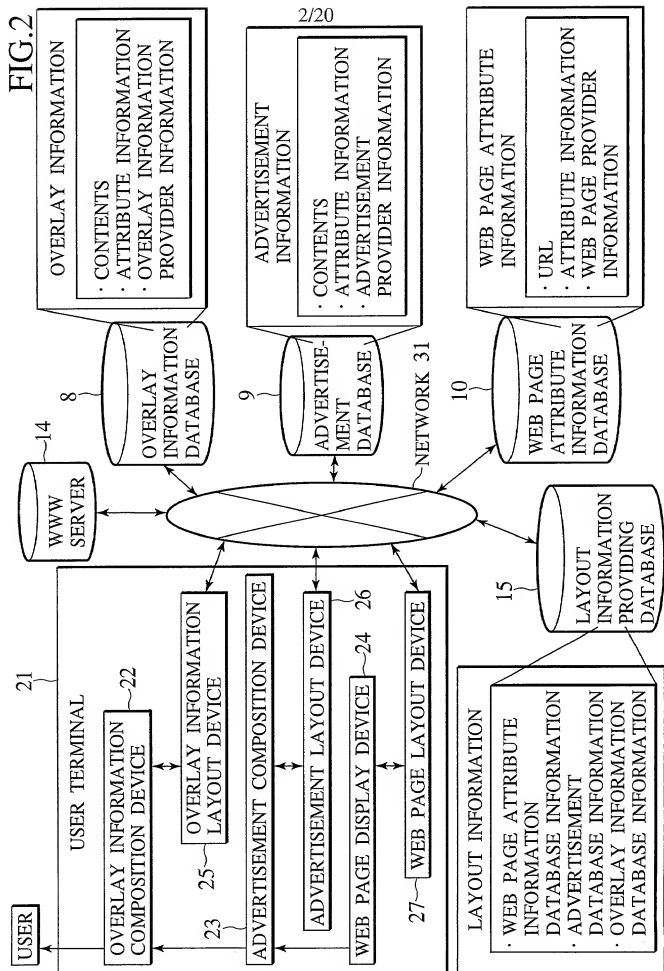


FIG. 3

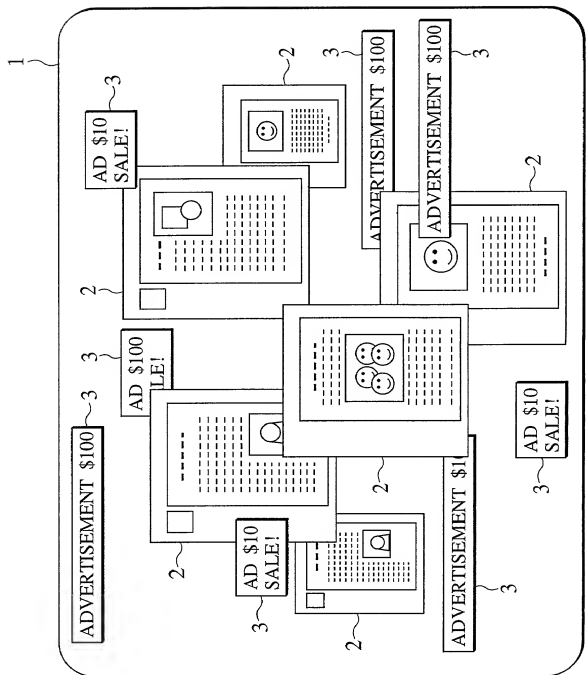


FIG. 4

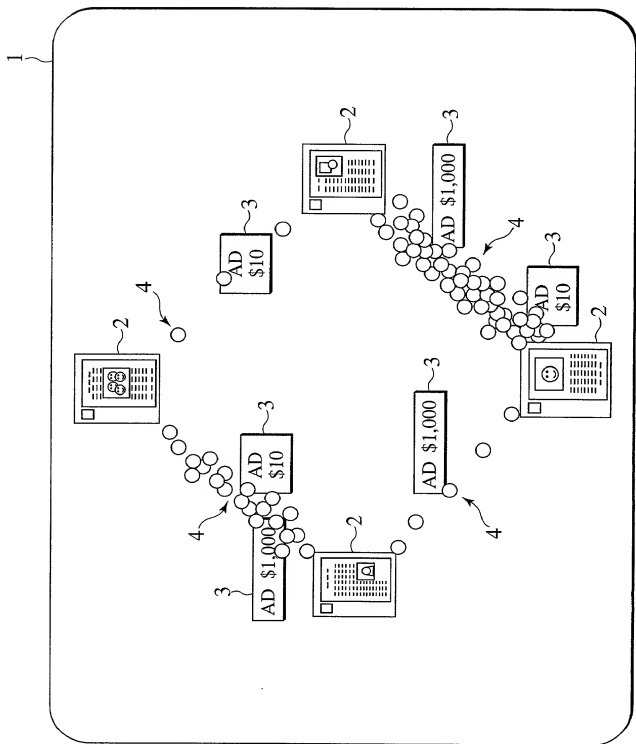


FIG. 5

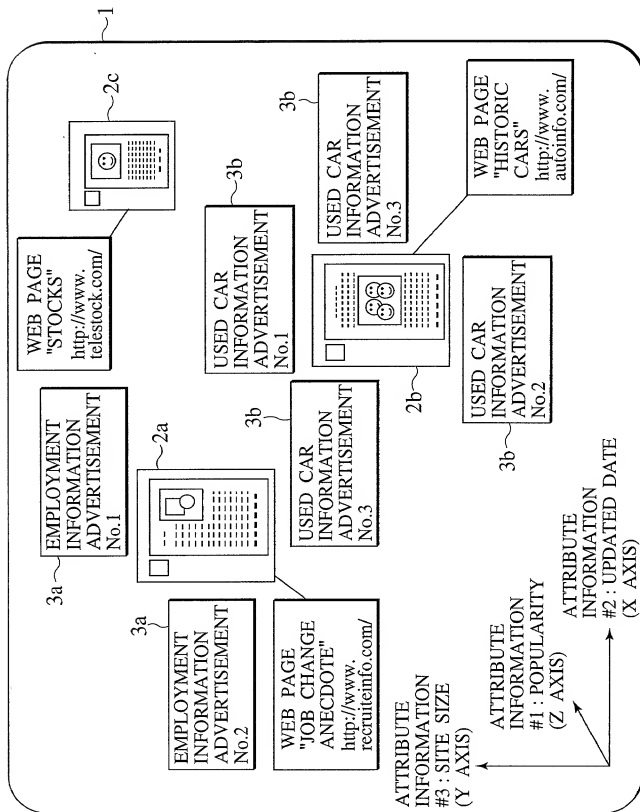


FIG. 6

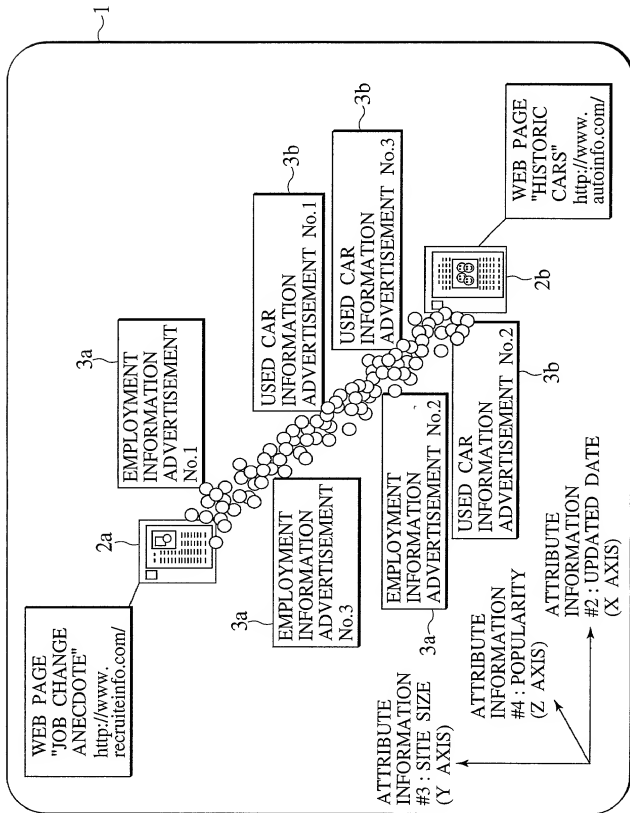


FIG. 7

ADVERTISEMENT INFORMATION DATABASE RECORD

CONTENTS	ATTRIBUTE INFORMATION	OVERLAY INFORMATION PROVIDER	ADVERTISEMENT DATA
REAL TIME EMPLOYMENT INFORMATION SERVICE	JOB INFORMATION	TELEMATE Inc.	<a href="http://ad.telemate.com/">http://ad.telemate.com/</a>
REAL TIME STOCK INFORMATION SERVICE	MARKET INFORMATION	TELESTOCKEXCHANGE Corp.	<a href="http://ad.telestock.com/">http://ad.telestock.com/</a>
AKIHABARA HOT LINE	MERCHANDISE SALES PRICE INFORMATION	TELEAKIHABARA Inc.	<a href="http://ad.teleakihabara.com/">http://ad.teleakihabara.com/</a>
USED CAR AUCTION	AUCTION INFORMATION	TELESECONDHAND Inc.	<a href="http://ad.teleseconhand.com/">http://ad.teleseconhand.com/</a>

FIG.8

WEB PAGE ATTRIBUTE INFORMATION DATABASE RECORD

URL	ATTRIBUTE INFORMATION #1 : CLASSIFICATION	ATTRIBUTE INFORMATION #2 : UPDATE DATE	ATTRIBUTE INFORMATION #3 : SITE SIZE	ATTRIBUTE INFORMATION #4 : POPULARITY	ATTRIBUTE INFORMATION #5 : SPONSOR	WEB PAGE INFORMATION PROVIDER INFORMATION
http://www.autoinfo.com/	CARS	1969 / 07 / 21	LARGE	MIDDLE	INDIVIDUAL	SHOTARO KOBAYASHI
http://www.telestock.com/	STOCKS	2000 / 07 / 03	SMALL	LOW	CORPORATION	TELESTOCK Corp.
http://www.recruite-info.com/	JOB CHANGE ANECDOTE	1989 / 01 / 31	MEDIUM	HIGH	INDIVIDUAL	JUNTARO SHOKUBA
http://www.pcinfo.com/	PC INFORMATION	2000 / 07 / 03	LARGE	MIDDLE	CORPORATION	AKIHABARA CHAMBER OF COMMERCE & INDUSTRY



FIG.9

## (a) OVERLAY INFORMATION DATABASE RECORD

CONTENTS	ATTRIBUTE INFORMATION	OVERLAY INFORMATION STORAGE SITE	OVERLAY INFORMATION PROVIDER
REAL TIME POPULARITY INFORMATION	USER TRAFFIC INFORMATION	<a href="http://ovdata.infogather.com/">http://ovdata.infogather.com/</a>	InfoGather Inc.
SEARCH ROBOT TRACKING SERVICE	WEB ROBOT TRACKING INFORMATION	<a href="http://ovdata.goo.com/">http://ovdata.goo.com/</a>	GOO Inc.
LINK VISUALIZATION SERVICE	HYPERLINK	<a href="http://ovdata.dynamiclink.com/">http://ovdata.dynamiclink.com/</a>	DYNAMIC LINK Inc.

## (b) OVERLAY INFORMATION (USER TRAFFIC INFORMATION)

SOURCE	DESTINATION	TRANSFERRED USERS			
		NUMBER	USER ATTRIBUTE		
URL 0	URL 1	10	MR. A'S ATTRIBUTE	MR. B'S ATTRIBUTE	MR. C'S ATTRIBUTE
URL 0	URL 2	2	MR. X'S ATTRIBUTE	MR. Y'S ATTRIBUTE	—

URL ID	URL
URL 0	<a href="http://www.autoinfo.com/">http://www.autoinfo.com/</a>
URL 1	<a href="http://www.telestock.com/">http://www.telestock.com/</a>
URL 2	<a href="http://www.recruiteinfo.com/">http://www.recruiteinfo.com/</a>
URL 3	<a href="http://www.pcinfo.com/">http://www.pcinfo.com/</a>

FIG. 10

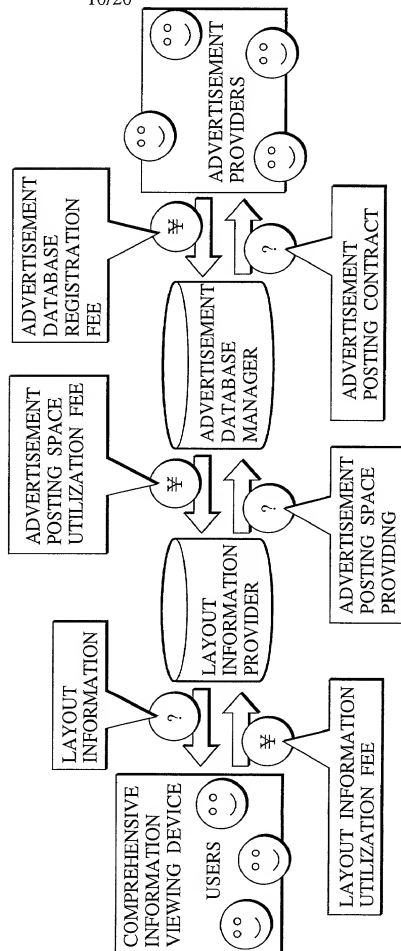




FIG. 12

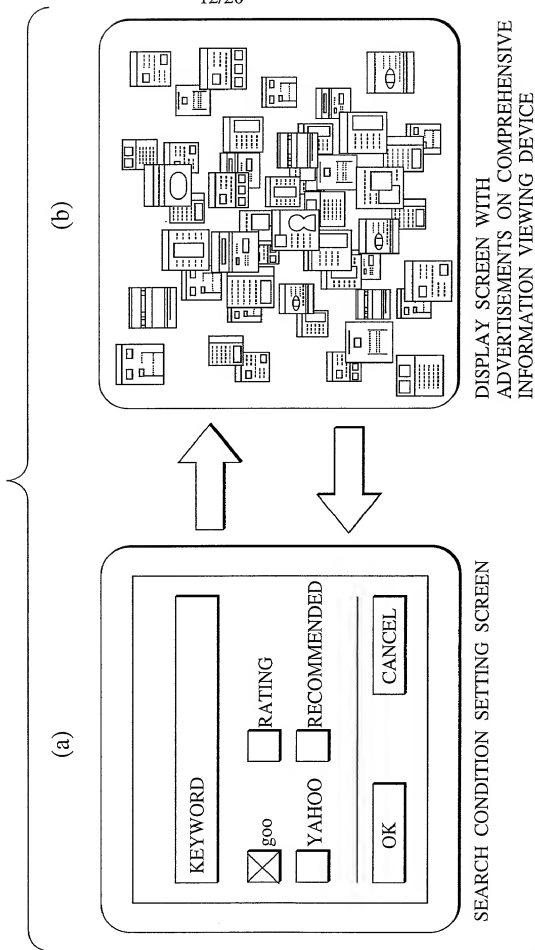


FIG.13

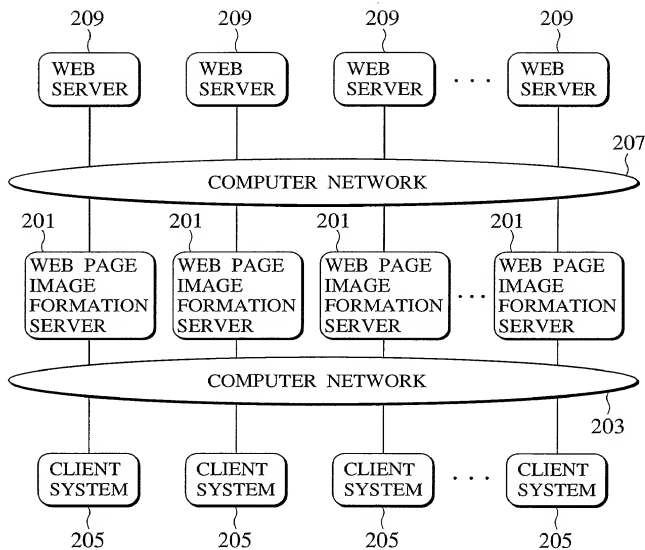


FIG. 14

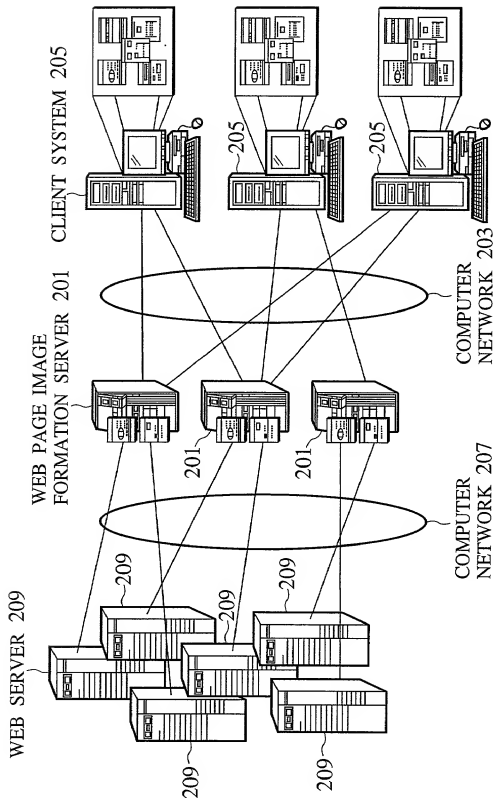


FIG.15

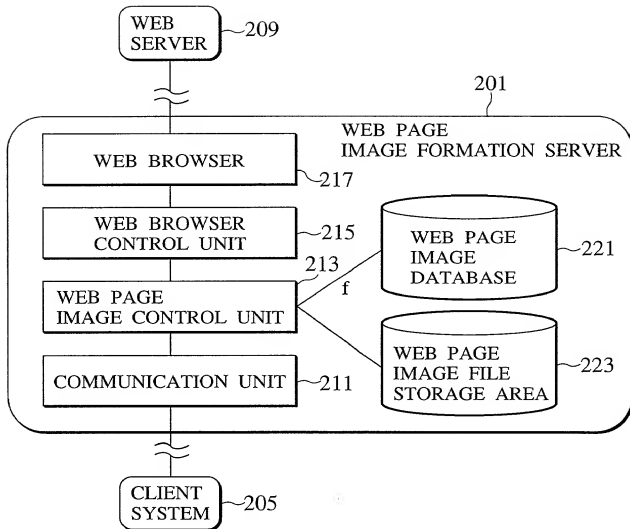


FIG.16

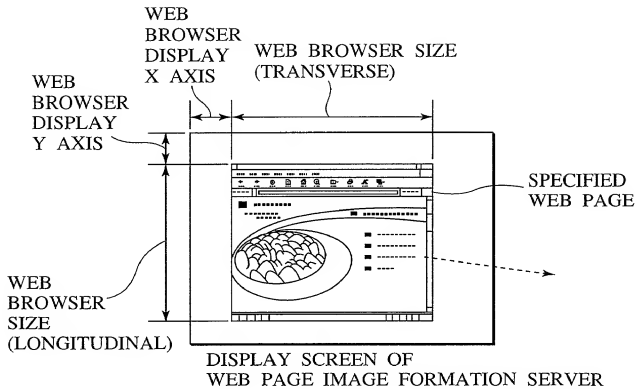


FIG.17

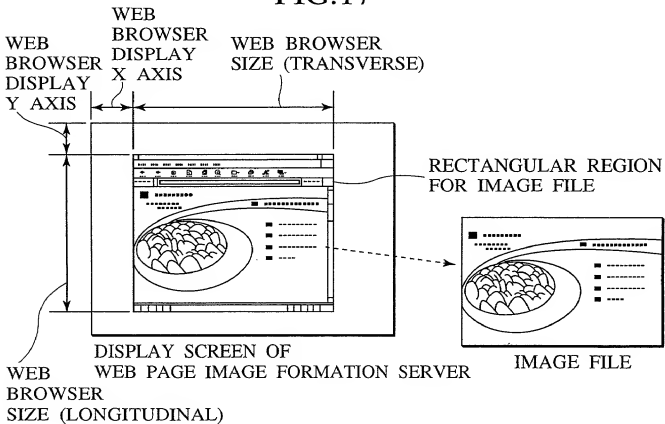




FIG. 18

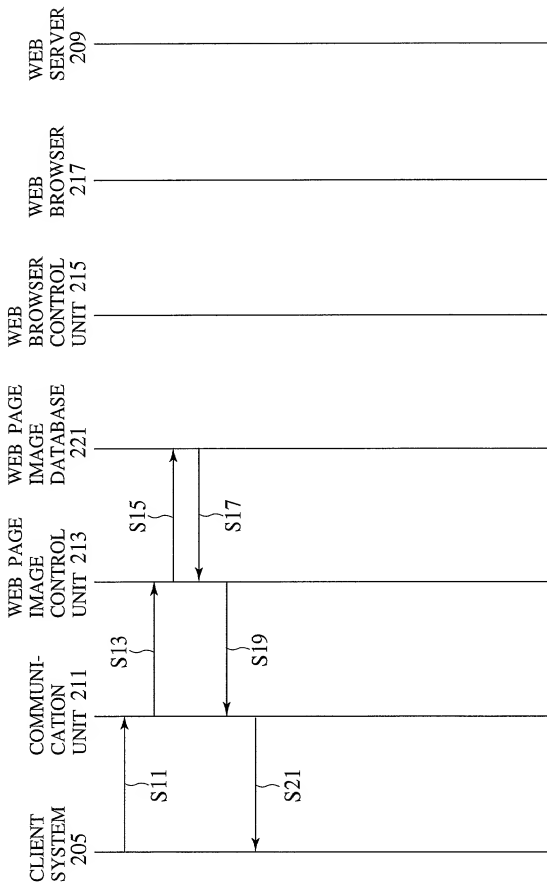


FIG. 19

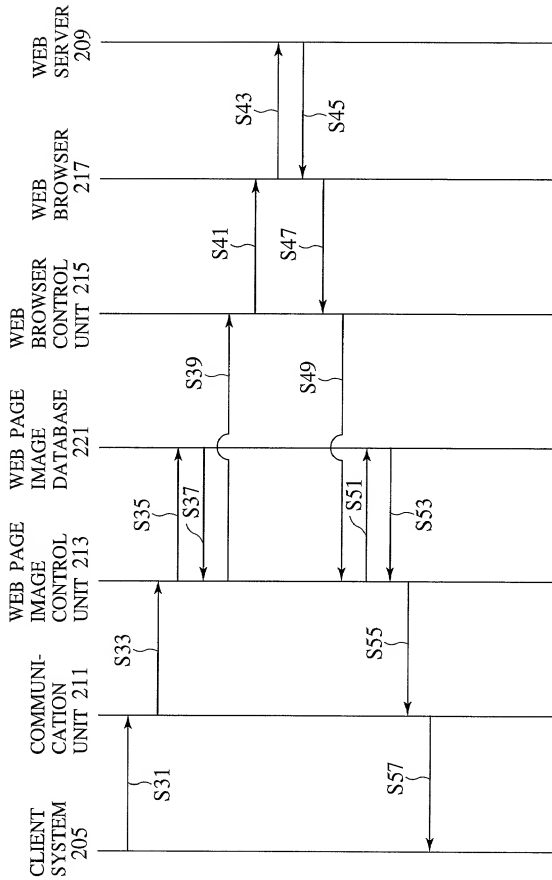


FIG.20

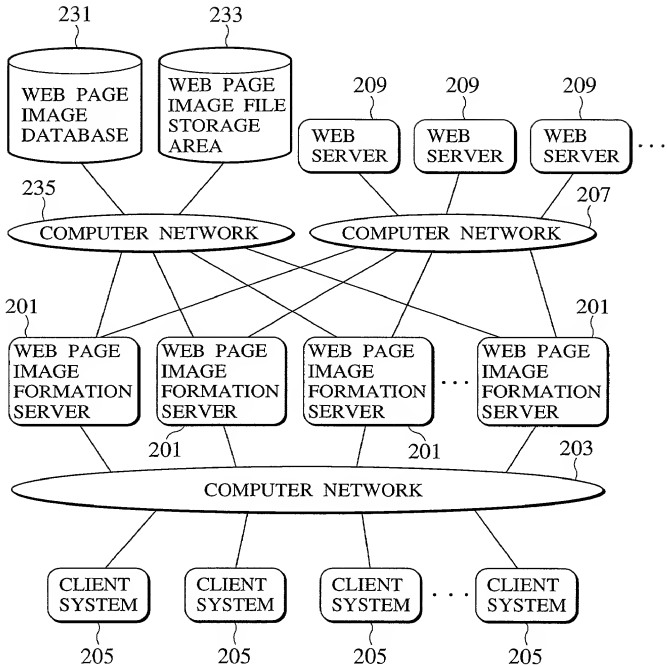


FIG.21

